

THE EFFECT OF PERCEIVED USEFULNESS, PERCEIVED EASE OF USE, AND PERCEIVED RISK ON BEHAVIORAL INTENTION OF E-WALLET USER (CASE STUDY: MANADO)

PENGARUH PERCEIVED USEFULNESS, PERCEIVED EASE OF USE, DAN PERCEIVED RISIKO TERHADAP NIAT PERILAKUPENGGUNA E-WALLET (STUDI KASUS: MANADO)

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Abstract: E-Wallet continues to develop in popularity and has attracted a lot of attention from the general public since the service it provides is valuable in terms of practicality, security, and convenience for its users while making payments. Aside from the numerous advantages that make consumers want to use E-Wallet, it turns out that a technology's level of credibility must also be a priority in the creation of its services, since this has an impact on behavioral intention of e-wallet user. The purpose of this research is to analyze The Effect of Perceived Usefulness, Perceived Ease of Use and Perceived Risk on Behavioral Intention of E-Wallet user (Case study: In Manado). This research used quantitative method. 100 samples were collected with questionnaire distributed via social media from E-Wallet user in Manado. The result of this research shows that Perceived Usefulness (X1) Perceived Ease of Use (X2) and Perceived Risk (X3) have a positive and significant correlation with on Behavioral Intention (Y) partially and simultaneously. Multiple linear regression and 5 points Likert scale was used to help the data analysis in this research.

Keywords: perceived usefulness, perceived ease of use, perceived risk, behavioral intention

Abstrak: E-Wallet terus berkembang popularitasnya dan telah menarik banyak perhatian dari masyarakat umum karena layanan yang diberikannya sangat berharga dalam hal kepraktisan, keamanan, dan kenyamanan bagi penggunanya saat melakukan pembayaran. Selain berbagai keunggulan yang membuat konsumen ingin menggunakan E-Wallet, ternyata tingkat kredibilitas suatu teknologi juga harus menjadi prioritas dalam penciptaan layanannya, karena hal ini berdampak pada perilaku minat para penggunanya. Tujuan dari penelitian ini adalah untuk menganalisis Pengaruh Perceived Usefulness, Perceived Ease of Use dan Perceived Risk terhadap Behavioral Intention pengguna E-Wallet (Studi Kasus: Di Manado). Penelitian ini menggunakan metode kuantitatif. Pengambilan sampel sebanyak 100 sampel dengan kuesioner yang disebarakan melalui media sosial dari pengguna E-Wallet di Manado. Hasil penelitian menunjukkan bahwa Perceived Usefulness (X1) Perceived Ease of Use (X2) dan Perceived Risk (X3) memiliki hubungan yang positif dan signifikan terhadap Behavioral Intention (Y) secara parsial dan simultan. Regresi linier berganda dan skala Likert 5 poin digunakan untuk membantu analisis data dalam penelitian ini.

Kata Kunci: kegunaan yang dirasakan, kemudahan penggunaan yang dirasakan, risiko yang dirasakan, niat perilaku

INTRODUCTION

Research Background

According to the findings of a study conducted by Temasek Company of Singapore in 2018, one of the factors supporting the development of Indonesia's economic internet is the large number of people who utilize the internet. According to the results of the APJII poll, Indonesia's internet users number over 196 million active users, or roughly 73 percent of the country's total population. Every year, the number of internet users in

Indonesia grows. Finally, the Indonesian people have made the internet a part of their daily lives. The current digitization system has infiltrated every aspect of human existence. In the corporate world, digitalization efforts are a critical enhancement for businesses to become more effective, efficient, and competitive, therefore enterprises are obliged to implement strategies and innovations in order to stay competitive and thrive in the market. The Ministry of Communication and Information Technology's Human Resources Research and Development Agency (Balitbang SDM) conducted a study on the digital economy in Indonesia, and one of the study's findings shows changes in business models that may occur in various sectors, including the financial sector. Many new companies, known as start-ups, have sprouted up in Indonesia as a result of the country's technological advancements and have begun providing technology- based or fintech-based financial services. Fintech refers to the application of technology to the provision of financial services.

Perceived risk of an e-wallet being lost and being used by others because, in theory, an e-wallet is the same as currency, which cannot be claimed by the issuer if it is lost. In addition to cards and cash, the convergence of multifunctional mobile devices, payment systems, and wireless telecommunication development has revolutionized the methods of transaction in the real world. All Point of Sale (POS) terminals is mandated by Visa and MasterCard to accept contactless payments. Mobile proximity payments are adopting the same standards as contactless cards which are Europay, MasterCard, and Visa standards and NFC.

Cash is still generally accepted and available in the market, while a debit card has been an e-major wallet's competitor. Several forms of research have been done in the past to try to solve the problem outlined above. TAM components, perceived usefulness, perceived ease of use and perceived risk, have a substantial impact on e-wallet acceptability. Perceived usefulness, perceived ease of use and perceived risk perceptions both influence the behavioral intention of an e-wallet user to make a payment. The behavioral intention to e-wallet user for the payment. According to Mahwadha (2019), behavioral intention is the level of use of a computer technology on someone who can be predicted from the attitude and attention of the user of the technology. Behavioral intention also depends on the products and services are used, if the products and services used can provide useful and benefits, the user will certainly show satisfying behavior in using the products and services, and can make interest and intention of the users to always use the products and services.

The public acceptance and the intention to use mobile wallets have rapidly expanded since then, leading to the prevalent payment option for Manado consumers, E-Wallet continues to develop in popularity and has attracted a lot of attention from the general public since the service it provides is valuable in terms of practicality, security, and convenience for its users while making payments. Aside from the numerous advantages that make consumers want to use E-Wallet, it turns out that a technology's level of credibility must also be a priority in the creation of its services, since this has an impact on user confidence in a product that will be employed. The level of legitimacy and confidence in a product will almost surely influence how frequently the user. Based on the interesting facts above, this research is conducted with the title: "The effect of perceived Usefulness, Perceived Ease of Use and Perceived Risk on Behavioral Intention of E-wallet (Case Study: Manado).

Research Objectives:

The objective in conducting this research are as follows:

1. To reveal the effect of Perceived Usefulness on the Behavioral Intention to E- wallet user
2. To reveal the effect of Perceived of use on the Behavioral Intention to E-wallet user
3. To reveal the effect of Perceived Risk on the Behavioral Intention to E-wallet user
4. To reveal the effect of Perceived usefulness, Perceived Ease of Use, and Perceived Risk on the Behavioral Intention to E-wallet use.

THEORETICAL FRAMEWORK

Marketing

Marketing is an activity of creating, and delivering value to customer. The American Marketing Association in 1985 made a conclusion of defining marketing as the process of planning and executing the conception, pricing, promotion, and distribution of ideas, goods and services to create and satisfy individual and organizational objectives. Marketing was a whole system of business activities aimed at planning, pricing, distributing goods and services that could satisfy the needs of both the buyers existing and potential buyers. Marketing was a process of planning and running concept, pricing, promotion, and a number of ideas, goods and

services to create exchanges that could satisfy individual and organizational goals (Kustono, Nanggala, and Mas'ud, 2020).

E-Wallet

E-wallet is one of payment method technologies that can help consumers to make the payments is more easy and more practical. E-wallet also is a payment instrument that make the payments by using mobile phone so that e-wallet can be one of mobile payments also. According to Malik Annuar (2021), e-wallet is a mobile payment in the electronic wallet category that can make non-cash transactions, does not use media such as cards to make payments, and can carry out electronic media transactions such as mobile devices. Cellular intermediaries were the form of non-cash payment that had a considerable increase. This is due to the fact that, when compared to traditional payments, mobile payments are believed to be faster (Aydin and Burnaz, 2016). E-Wallet is one sort of cellphone payment.

Perceived Usefulness

Perceived usefulness could be defined as “the overall assessment and perception on the part of mobile users of the usability of 3G phones”. Furthermore, according to Effendy, Hurriyati, and Hendrayati (2021), perceived usefulness as “the degree to which a person believes that using a particular system would enhance his or her job performance”. Therefore, it could be concluded that in this research, perceived usefulness could be defined as customers’ judgment and perception on whether the new system that they used will bring them some added value compared to the old system.

Perceived Ease of Use

Perceived ease of use is an intrinsic motivation in using technology to transact over the Internet. According to Sugandini, Effendi, and Istanto (2019), perceived ease of use is a degree to which a person believe that computers can easily range. Based on the definition above can keywords that use will reduce effort (both time and effort).

Perceived Risk

Risk is defined as a subjective estimate of the consumer to suffer loss in receiving the desired results. If the risk was increased from just information to the decision of purchasing the product or the transaction, the risk associated with trust. To measure the perceived risk variables can be measured using six indicators of size, namely: (1) Risk of use, (2) Security, (3) Meet the needs of, and potential benefit. Perceived risk is the consumer's perception of uncertainty and possible negative consequences for purchasing a product or service. Perceived risk is the uncertainty a consumer has when buying items, mostly those that are particularly expensive (Sandy and Firdausy, 2021).

Previous Research

Nugroho (2009) analyzed the factors that influence consumer intentions to do transaction in e-commerce, which includes factors of easy to use, effectiveness of risk and trust. It also aims to analyze the potential development of new technology through consumer behavioral intentions to use new information technology by providing information about market demand for the development of information technology to businesses to further strengthen the company’s sales strategy. The research method used multiple regressions to find out about the influence of independent variables on the dependent variable by using hypotheses. The number of samples required for this research is 100 respondents. The result showed that the four variables namely Perceived Ease in Use, Perceived Usefulness, Perceived in Risk, and Trust have significant effect on consumer interest in transacting over the internet. Also Perceive in Risk is a variable that has the most dominant influence on consumer intentions to transact over the Internet

Anggoro (2019) examined the factors that influenced the behavioral intention to use of OVO digital wallet as an alternative payment method in Indonesia. The Technology Acceptance Model and Perceived Value were used for the purpose. The research applied an explanatory. The sampling technique used was purposive sampling and the questionnaire was distributed to 150 OVO’s users in Malang city. The research data and hypothesis were analyzed by using SPSS. Result of the data analysis from multiple regression showed that perceived usefulness, perceived ease of used, and perceived value had a significant effect to behavioral intention to use.

Budi, Efendi, and Dahesihsari (2011) modified TAM model is applied in the current study to test the impact of advertising appeals of perceived usefulness, perceived ease of use, and social factors on behavioral intention to use 3G technology. Experimental method is utilized on four groups (30 people each) of undergraduate students of Atma Jaya Catholic University. The result shows significant impact of the advertising multimedia exposed to the subjects, specifically perceived usefulness. It is concluded that perceived usefulness is the most salient reason among Atma Jaya Catholic University's students in consuming 3G technology.

Conceptual Framework

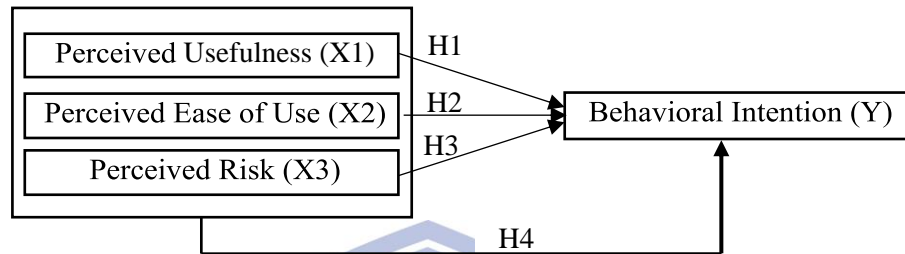


Figure 1. Conceptual Framework

Source: Data Processed (2021)

RESEARCH METHOD

Research Approach

This research using quantitative approach to analyze the influence of reference groups and brand credibility on consumers purchase intention on buying Apple iPhone smartphone. Quantitative research is the investigation of social problems, explaining phenomena by collecting numerical data that is analyzed using mathematics- based methods. Survey method used as the source of primary data by distributing questionnaire to find out the direct effect of independent variables (X) which are perceived usefulness and perceived risk on dependent variable which is behavior intention.

Population, Sample Size, and Sampling Technique

The population refers to the entire group of people, events, or things of interest that the researcher wishes to investigate Population in this research is people in North Sulawesi that have experienced of using E-Wallet.

Data Collection Method

Primary data is the data collected directly from the original source by researchers is referred to as primary data. Primary data will be obtained in this study using a questionnaire distributed via social media to parts of the population chosen by the researcher.

Operational Definition of Research Variable

1. Perceived Usefulness As user's subjective probability that is using a special step to develop
2. Perceived Ease of Use How information technology users in different jobs will affect acceptance of the ease of using information technology with the same system.
3. Perceived Risk The assessment of the like hood of the negativity that will occur when use the system
4. Behavioral Intention How likely is the users intended to use the system

Validity and Reliability Test

The validity test purposes to see the validity of the questions. "Validity is a test how well an instrument that is developed measures the particular concept it is intended to measure". In the other words, validity is evidence that the technique, process or instrument used to measure the intended concept. A measure of the truthfulness of a measuring instrument is Validity. Reliability is requires dependable measurement that indicate of the consistency and stability with which the instrument measures the concept and helps to assess the

“goodness” of a measure. Reliability shows the extent of the results of measurements with these tools can be trusted. The measurement results must be reliable and must have a level of consistency and stability.

RESULT AND DISCUSSION

Result

Multiple Linear Regression Analysis

Multiple Linear Regression used to predict the influence of the three independent variables which are Perceived Usefulness (X1), Perceived Ease of Use (X2), and Perceived Risk (X3) to dependent variable which is Behavioral Intention (Y).

Table 1. Multiple Linear Regression Analysis

Model		Coefficients ^a		Standardized Coefficients Beta
		Unstandardized Coefficients B	Std. Error	
1	(Constant)	35.242	7.146	
	Total_X1	.007	.114	.006
	Total_X2	-.013	.106	.013
	Total_x3	.089	.128	.072

a. Dependent Variable: Total_Y
Source: Data Processed, 2022

The result from Table above can be shown through the regression equation as follows:

$$Y = 35.242 + 0.007X1 + 0.013X2 + 0.089X3 + e$$

The data above shows the result of Multiple Linear Regression Analysis, The Effect of Perceived Usefulness, Perceived Ease of Use and Perceived Risk on Behavioral Intention of E-Wallet User.

Hypothesis Test

F-Test

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	3.760	3	1.253	.164	.920 ^b
	Residual	733.600	96	7.642		
	Total	737.360	99			

Table 2. F-Test

a. Dependent Variable: Total_Y

b. Predictors: (Constant), Total_x3, Total_X2, Total_X1

Source: Data Processed, 2022

F Table = t (k:n-k)

Description:

K = Total Independent

N = Total Sample

F table = F (3:100-3) = F (3:97) = 0.03

F-test is a test to see and identify if there is simultaneous relationship between independent variables Perceived Usefulness(X1), Perceived Ease of Use (X2) and Perceived Risk (X3) and dependent variable Behavioral Intention (Y). Result of the F Test can be seen in the Anova table. There is formula to find out the F table.

T-Test

Based on the Table that shows the t-test result, the variable independent X1 which is Perceived Usefulness has tcount is 0,060 and ttable is 0,00027 means tcount > ttable or 0,060 > 0,00027 with the significant level is 0,952, more than 0,05. It means that Perceived Usefulness (X1) have no significant influence on Behavioral Intention (Y). The H1 (first hypothesis) that states Perceived Usefulness (X1) has significant influence to Behavioral Intention(Y) partial is Accepted.

Table 3. T-Test Result

Model	T	Ttable	Sig	Status
(Constant)	4.93		.0	Accepted
Perceived usefulness	.060	0,00	.9	Accepted
Perceived Ease Of use		0,00	.9	Accepted
Perceived Risk (X3)		0,00	.4	Accepted

a. Dependent Variable: Behavioral Intention

Source: Data Processed, 2022

Discussion**The Effect of Perceived Usefulness on Behavioral Intention**

Based on hypothesis 1 test, the result of t count is greater than t table. Therefore, hypothesis 2 is accepted, which means that the Perceived Usefulness variable has an effect on Behavioral Intention. So it can be said that the perceived usefulness of the millennial generation is in the very high category. This shows that perceived usefulness is one of the factors that affect the interest of the E-Wallet user in Manado. The results are similar that the perception of usefulness has a significant positive effect on Go-Pay and Link Aja. Likewise with the research where the results obtained from the study show that: perceived usefulness has a positive effect on interest in using e-money. This study is in line with previous study of Alifiardi (2019) that the behavioral intention to use was influenced significantly and positively by perceived usefulness; and Sandy and Firdausy, 2021 (2021) that perceived ease of use has a significant positive effect on interest in using e-wallet.

The Effect of Perceived Ease of Use on Behavioral Intention

Based on the hypothesis test 2, the results of the calculated F are greater than the F table. So it can be concluded that hypothesis 2 is accepted, which means that the price and service quality variables have a simultaneous or joint effect on purchasing decisions. There are results that show that the overall response of respondents to the indicators of the Purchasing Decision variable is high. This shows that the perception of ease of use is one of the factors that influence Manado City's interest in using e-wallet. These results are consistent that perceived ease of use has a significant positive effect on interest in using e-money. This result is consistent with previous research of Nugroho (2009) that perceived ease of use has a significant positive effect on interest in using e-money and Alifiardi (2019) that that the behavioral intention to use was influenced significantly and positively by perceived ease of use.

The Effect of Perceived Risk on Behavioral Intention

Based on hypothesis test 3, the results of t-count are greater than t-table. It is concluded that hypothesis 3 is accepted, which means that the Perceived Risk variable has an effect on Behavioral Intention. This means that Perceived Usefulness is one of the factors that can increase Behavioral Intention. Added risk perception to the TAM model for examine its effect on interest in using an internet banking system added risk perception to the TAM model for examine its effect on interest in using an internet banking system. Perceived risk is considered to be the perceived uncertainty associated with possible negative consequences of using a product or service. In the initial observations of this study, it was found that e-wallet users experience concerns that the e-wallet being used is risky. The rise of risk Data hacking on digital technology is one of the public's considerations using fintech products, one of which is e- wallet. The risk is a concern for e-wallet users. This study is in line with Alifiardi (2019) that that the behavioral intention to use was influenced significantly and positively by perceived risk; and Malik and Annuar (2021) that perceived risk has a significant positive effect on interest in using e-money.

The Effect of Perceived Usefulness, Perceived Ease of Use, and Perceived risk on Behavioral Intention

The results of the descriptive analysis of the interest variable using e-wallet on users in Manado are included in the high category. Then analyze descriptive of each independent variable shows that the variable Perceived Usefulness is in the high category, Perceived Ease of Use variable is in the high category, risk perception is in the high category. The combination of the three independent variables simultaneously increases or decreases by one unit, then the dependent variable will also increase or decrease by one unit have increased or decreased. Interest in using e-wallet is at high category which means that users in Manado have high interest in using e-wallet.

CONCLUSION AND RECOMMENDATION

Conclusion

Based on the results finding and discussing, the conclusion as follows:

1. There is a partially effect between Perceived Usefulness (X1) on Behavioral Intention (Y) on E-Wallet users in Manado.
2. There is a partially effect between Perceived Ease of Use (X2) on Behavioral Intention(Y) on E-Wallet users in Manado.
3. There is a partially effect between Perceived Risk (X3) on Behavioral Intention (Y) on E-Wallet users in Manado.
4. There is a simultaneous effect between Perceived Usefulness (X1), Perceived Ease of Use (X2), and Perceived Risk (X3) on Behavioral Intention (Y) on E-wallet users in Manado

Recommendation

1. For e-wallet providers, increasing innovation and adding features or a more multipurpose menu, as well as increased protection against e-wallet user data to avoid unexpected risks
2. Further researchers can use different independent variables, which have not been used in this study and it is better to focus on the application of E-wallet and take samples that are easier to reach

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